

Cooperative Marketing Summary

Fiscal Year Ending June 30, 2023



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

Published January 2024 for the FY2023 program year -- July 1, 2022, through June 30, 2023

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant (MMG), Supporting DMO Grant, Marketing Platform Development (MPD), the Search Engine Marketing (SEM) Partnership, and the new FY23 program, the Travel South Scholarship. In addition, FY23 allowed for a one-time program for new Google Analytics. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded more than \$77 million toward the support of local performance-based tourism marketing projects.

Cooperative Marketing Goals:

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.

Administration:

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT worked with both Madden Media and its contracted marketing agency of record, OBP, to administer the programs.

FY23 Cooperative Marketing Opportunities:

- **MMG** is a 50/50 matching program for pre-approved travel advertising completed in pre-approved media markets. For the FY23 MMG, we allowed DMOs to participate at the 50/50 match or at a 75/25 match for one year only. Award amounts were based on the County Tourism Level (CTL) of the certified DMOs.
- **Supporting DMO Grant** expands eligibility in the MMG component of the program to a limited number of non-certified DMOs. These DMOs generally meet all requirements necessary to participate in the MMG but are however ineligible due to one program stipulation related to the number of certified DMOs a county may have. All policies are the same as the MMG.
- **MPD** is a 50/50 matching program for a one-time, pre-approved marketing investment that is utilized beyond the fiscal year of the initial investment. In FY23, we allowed DMOs to participate at a 75/25 match.
- **SEM** Partnership is not a reimbursement grant; however, it is a dynamic and powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The unified effort drives traffic to individual DMO websites without competing with the state or other Missouri participants. The program is a 50/50 match with minimums and maximums based on various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

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- **Travel South Scholarship** was designed to assist DMOs in the Travel South International Showcase. The scholarship reimburses registration and lodging fees for one individual from each DMO to attend the annual showcase, where tour operators and travel trade professionals from around the world gather to learn more about the Southern U.S.
- **Google 4 Analytics** – The grant was a one-time opportunity in FY23 for DMOs to receive professional help in updating their Google Analytics.

SECTION II. COOPERATIVE MARKETING ANALYSIS

FY2023 Analysis:

The chart below details the dollars that were made available, and the actual dollars expended for FY23 in each of the programs. This includes both MDT and DMO contributions.

FY23 Summary of Cooperative Marketing Investments				
<u>Coop Opportunity</u>	<u>Number of Participants</u>	<u>Maximum Funds</u>	<u>Amount Awarded* by MDT</u>	<u>Amount Reimbursed ** by MDT</u>
Marketing Matching Grant	31	\$ 6,850,000	\$ 5,833,335	\$ 5,603,776
Supporting DMO Grant	1	\$ 55,000	\$ 37,500	\$ 36,250
Marketing Platform Development	21	\$ 1,800,000	\$ 1,769,936	\$ 1,737,449
Search Engine Marketing	27	\$ 286,000	\$ 282,130	\$ 265,588
Travel South Scholarship	8	\$ 20,000	\$ 16,000	\$ 16,000
Google 4 Analytics	21	\$ 48,000	\$ 31,500	\$ 31,500
Totals		\$ 9,034,000	\$ 7,967,401	\$ 7,690,563

* Award refers to the amount of money contracted and available for the DMO to request

** Reimbursed refers to the actual dollar amount transferred to the DMO upon request

Statistical Data:

Outcomes for all Cooperative Marketing Grants:

Percent of funds in each grant in relation to total funds:

<u>Coop Opportunity</u>	<u>Percent of Maximum</u>	<u>Percent of Awarded</u>	<u>Percent of Reimbursed</u>
Marketing Matching Grant	75.8%	73.2%	72.9%
Supporting DMO Grant	0.6%	0.5%	0.5%
Marketing Platform Development	19.9%	22.2%	22.6%
Search Engine Marketing	3.2%	3.5%	3.5%
Travel South Scholarship	0.2%	0.2%	0.2%
Google 4 Analytics	0.5%	0.4%	0.4%

The information below summarizes dollars awarded and reimbursed for each of the programs by DMO and county designation. The tables show contributions by MDT only.

Cooperative Marketing Summary FY23

Marketing Match Grant			
<u>DMO Name</u>	<u>County</u>	<u>Awarded</u>	<u>Reimbursed</u>
Benton County Tourism	Benton	\$ 24,000	\$ 15,363
Columbia CVB	Boone	\$ 210,000	\$ 174,978
Buchanan County Tourism	Buchanan	\$ 287,800	\$ 287,800
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 55,435	\$ 24,090
Callaway County Tourism	Callaway	\$ 24,000	\$ 21,910
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 450,000	\$ 450,000
Cape Girardeau CVB	Cape Girardeau	\$ 72,711	\$ 36,287
Jefferson City CVB	Cole	\$ 93,384	\$ 89,516
City of Boonville Tourism	Cooper	\$ 9,000	\$ 9,000
Kennett Chamber	Dunklin	\$ 12,000	\$ 9,750
Washington Area Chamber	Franklin	\$ 104,961	\$ 64,042
City of Hermann	Gasconade	\$ 24,000	\$ 24,000
Springfield CVB	Greene/Polk/Christian	\$ 785,000	\$ 782,910
Clinton Tourism Association	Henry	\$ 9,347	\$ 5,432
City of West Plains Tourism	Howell	\$ 24,000	\$ 24,000
Visit KC	Jackson	\$ 455,000	\$ 455,000
Warrensburg CVB	Johnson	\$ 50,000	\$ 49,293
City of Lebanon	Laclede	\$ 49,679	\$ 46,532
City of Hannibal CVB	Marion/Ralls	\$ 105,000	\$ 103,208
Perry County Heritage Tourism	Perry	\$ 12,000	\$ 11,963
Sedalia CVB	Pettis	\$ 45,504	\$ 43,410
Rolla Area Chamber & CVB	Phelps	\$ 14,433	\$ 14,117
Platte County CVB	Platte	\$ 140,081	\$ 90,952
Pulaski County Tourism	Pulaski	\$ 120,000	\$ 117,471
Moberly Area Chamber	Randolph	\$ 12,000	\$ 11,280
Sikeston CVB	Scott	\$ 50,000	\$ 50,000
Greater St. Charles CVB	St. Charles	\$ 450,000	\$ 447,544
Explore St. Louis	St. Louis/City	\$ 885,000	\$ 885,000
Ste. Genevieve Tourism	Ste. Genevieve	\$ 24,000	\$ 24,000
Table Rock/Kimberling City Chamber	Stone	\$ 450,000	\$ 449,929
Branson Lakes Area Chamber/CVB	Taney	\$ 785,000	\$ 785,000
		\$ 5,833,335	\$ 5,603,776

Supporting DMO Grant			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
Maryland Heights	St. Louis	\$ 37,500	\$ 36,250
		\$ 37,500	\$ 36,250

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Marketing Platform Development				
<u>DMO Name</u>	<u>County</u>	<u>Platform</u>	<u>Awarded</u>	<u>Reimbursed</u>
Benton County Tourism	Benton	Website Optimization	\$ 4,650	\$ 3,300
Columbia CVB	Boone	Visual Asset - Photo	\$ 15,000	\$ 11,400
Columbia CVB	Boone	Visitor Profile Study	\$ 16,313	\$ 14,063
Buchanan County Tourism	Buchanan	Marketing Strategy	\$ 91,500	\$ 91,500
Buchanan County Tourism	Buchanan	Visitor Profile Study	\$ 22,500	\$ 19,676
Highway 36 Alliance	Buchanan + eight more	Visual Asset – Photo & Video	\$ 15,000	\$ 15,000
Poplar Bluff Area Chamber	Butler/Carter/Wayne	Visual Asset - Video	\$ 5,625	\$ 0
Callaway County Tourism	Callaway	Creative Strategy	\$ 18,750	\$ 18,750
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	Research – 3 studies	\$ 37,125	\$ 37,125
Jefferson City CVB	Cole	Website Development	\$ 20,250	\$ 20,250
Kennett Chamber	Dunklin	Visual Asset – Photo & Video	\$ 7,875	\$ 7,875
Kennett Chamber	Dunklin	Website Development	\$ 11,250	\$ 11,250
Washington Area Chamber	Franklin	Visual Asset – Photo & Video	\$ 15,000	\$ 14,035
City of Hermann	Gasconade	Visual Asset – Photo & Video	\$ 100,000	\$ 100,000
Springfield CVB	Greene/Polk/Christian	Research – Traveler Sentiment	\$ 17,175	\$ 16,121
Springfield CVB	Greene/Polk/Christian	Research – Expenditure Analysis	\$ 11,250	\$ 8,438
Springfield CVB	Greene/Polk/Christian	Visual Asset - Photo	\$ 18,750	\$ 18,750
Springfield CVB	Greene/Polk/Christian	Visual Asset - Video	\$ 24,375	\$ 24,375
Visit KC	Jackson	Ad Effectiveness Study	\$ 25,425	\$ 25,425
Visit KC	Jackson	Visual Asset - Video	\$ 96,600	\$ 96,600
Visit KC	Jackson	Visual Asset - Photo	\$ 90,000	\$ 90,000
Warrensburg CVB	Johnson	Marketing Plan Development	\$ 18,750	\$ 18,750
City of Hannibal CVB	Marion/Ralls	Visitor Profile Study	\$ 11,250	\$ 11,250
City of Hannibal CVB	Marion/Ralls	Visual Asset – Photo & Video	\$ 11,250	\$ 11,179
City of Hannibal CVB	Marion/Ralls	Website Development	\$ 75,000	\$ 75,000
Perry County Heritage Tourism	Perry	Research – 2 studies	\$ 18,750	\$ 18,750
Perry County Heritage Tourism	Perry	Visual Asset – Photo & Video	\$ 15,000	\$ 15,000
Sedalia CVB	Pettis	Website Development	\$ 13,244	\$ 13,244
Sedalia CVB	Pettis	Visitor Profile Study	\$ 11,250	\$ 11,250
Sedalia CVB	Pettis	Visual Asset – Photo & Video	\$ 16,725	\$ 16,725
Pulaski County Tourism	Pulaski	Social Strategy Development	\$ 99,750	\$ 99,750
Sikeston	Scott	Media Strategy	\$ 4,905	\$ 3,030
Explore St. Louis	St. Louis/City	Ad Effectiveness Study	\$ 44,250	\$ 44,250
Explore St. Louis	St. Louis/City	Visual Asset - Video	\$ 100,000	\$ 100,000
Table Rock/Kimberling City Chamber	Stone	Ad Effectiveness Study	\$ 13,425	\$ 13,425
Table Rock/Kimberling City Chamber	Stone	Research – Short Term Rentals	\$ 4,725	\$ 4,725
Table Rock/Kimberling City Chamber	Stone	Visitor Profile Study	\$ 11,250	\$ 11,250
Table Rock/Kimberling City Chamber	Stone	Visual Asset - Photo	\$ 3,375	\$ 2,828
Branson Lakes Area Chamber/CVB	Taney	Brand Awareness Study	\$ 30,000	\$ 30,000
Branson Lakes Area Chamber/CVB	Taney	Creative Strategy	\$ 75,000	\$ 71,250

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Branson Lakes Area Chamber/CVB	Taney	Marketing Strategy	\$ 75,000	\$ 75,000
Branson Lakes Area Chamber/CVB	Taney	Marketing Plan Development	\$ 75,000	\$ 75,000
Branson Lakes Area Chamber/CVB	Taney	Visual Asset – Photo & Video	\$ 75,000	\$ 75,000
Branson Lakes Area Chamber/CVB	Taney	Social Media Strategy	\$ 75,000	\$ 75,000
Branson Lakes Area Chamber/CVB	Taney	Website Development	\$ 75,000	\$ 75,000
Branson Lakes Area Chamber/CVB	Taney	Mobile Optimization	\$ 75,000	\$ 75,000
Branson Lakes Area Chamber/CVB	Taney	Visitor Profile Study	\$ 74,625	\$ 71,861
			\$1,766,936	\$1,737,449

Search Engine Marketing			
<u>DMO Name</u>	<u>County</u>	<u>Contracted</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 3,600	\$ 3,600
Columbia CVB	Boone	\$ 18,260	\$ 17,540
Buchanan County Tourism	Buchanan	\$ 16,500	\$ 15,737
Callaway County Tourism	Callaway	\$ 3,000	\$ 1,417
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 5,434	\$ 5,186
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 21,600	\$ 20,362
Kearney Chamber	Clay	\$ 1,500	\$ 1,382
Liberty CVB	Clay	\$ 3,600	\$ 3,401
Jefferson City CVB	Cole	\$ 18,744	\$ 17,851
Washington Area Chamber	Franklin	\$ 3,600	\$ 3,378
City of Hermann	Gasconade	\$ 21,600	\$ 20,461
Warrensburg CVB	Johnson	\$ 9,000	\$ 8,479
City of Lebanon	Laclede	\$ 4,200	\$ 3,980
Greater Chillicothe Region	Livingston	\$ 3,000	\$ 2,910
City of Hannibal CVB	Marion/Ralls	\$ 16,800	\$ 15,322
City of Maryville Tourism	Nodaway	\$ 6,400	\$ 6,061
Perry County Heritage Tourism	Perry	\$ 3,000	\$ 2,844
Sedalia CVB	Pettis	\$ 10,000	\$ 9,445
Rolla Area Chamber & CVB	Phelps	\$ 3,000	\$ 2,844
Pulaski County Tourism	Pulaski	\$ 6,492	\$ 6,146
Moberly Area Chamber	Randolph	\$ 3,400	\$ 3,222
Greater St. Charles CVB	St. Charles	\$ 21,600	\$ 20,454
Maryland Heights	St. Louis	\$ 7,200	\$ 6,814
Explore St. Louis	St. Louis/City	\$ 21,600	\$ 20,165
Ste. Genevieve Tourism	Ste. Genevieve	\$ 5,800	\$ 5,484
Table Rock/Kimberling City Chamber	Stone	\$ 21,600	\$ 20,623
Branson Lakes Area Chamber/CVB	Taney	\$ 21,600	\$ 20,482
		\$ 282,130	\$ 265,588

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Travel South Scholarship			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Columbia CVB	Boone	\$ 2,000	\$ 2,000
Jefferson City CVB	Cole	\$ 2,000	\$ 2,000
Callaway County Tourism	Callaway	\$ 2,000	\$ 2,000
Springfield CVB	Greene/Polk/Christian	\$ 2,000	\$ 2,000
Visit KC	Jackson	\$ 2,000	\$ 2,000
Joplin CVB	Jasper	\$ 2,000	\$ 2,000
Pulaski County Tourism	Pulaski	\$ 2,000	\$ 2,000
Explore St. Louis	St. Louis/City	\$ 2,000	\$ 2,000
		\$ 16,000	\$ 16,000

Google 4 Analytics			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 1,500	\$ 1,500
Buchanan County Tourism	Buchanan	\$ 1,500	\$ 1,500
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 1,500	\$ 1,500
Callaway County Tourism	Callaway	\$ 1,500	\$ 1,500
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 1,500	\$ 1,500
Cape Girardeau CVB	Cape Girardeau	\$ 1,500	\$ 1,500
Jefferson City CVB	Cole	\$ 1,500	\$ 1,500
City of Hermann	Gasconade	\$ 1,500	\$ 1,500
Springfield CVB	Greene/Polk/Christian	\$ 1,500	\$ 1,500
Warrensburg CVB	Johnson	\$ 1,500	\$ 1,500
City of Lebanon	Laclede	\$ 1,500	\$ 1,500
City of Hannibal CVB	Marion/Ralls	\$ 1,500	\$ 1,500
Perry County Heritage Tourism	Perry	\$ 1,500	\$ 1,500
Sedalia CVB	Pettis	\$ 1,500	\$ 1,500
Platte County CVB	Platte	\$ 1,500	\$ 1,500
Pulaski County Tourism	Pulaski	\$ 1,500	\$ 1,500
Sikeston CVB	Scott	\$ 1,500	\$ 1,500
Explore St. Louis	St. Louis/City	\$ 1,500	\$ 1,500
Ste. Genevieve Tourism	Ste. Genevieve	\$ 1,500	\$ 1,500
Table Rock/Kimberling City Chamber	Stone	\$ 1,500	\$ 1,500
Washington Chamber	Washington	\$ 1,500	\$ 1,500
		\$ 31,500	\$ 31,500

The final chart shows total amount awarded in all grants combined. A total of 40 destinations participated in at least one of the FY23 programs.

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TOTAL FY23 AWARDS/CONTRACTS			
<u>DMO/Organization Name</u>	<u>County</u>	<u>Contract</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 33,750	\$ 23,763
Columbia CVB	Boone	\$ 261,573	\$ 219,981
Buchanan County Tourism	Buchanan	\$ 419,800	\$ 416,213
Highway 36 Alliance	Buchanan + eight more	\$ 15,000	\$ 15,000
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 62,560	\$ 25,590
Callaway County Tourism	Callaway	\$ 49,250	\$ 45,577
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 510,225	\$ 508,987
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 5,434	\$ 5,186
Cape Girardeau CVB	Cape Girardeau	\$ 74,211	\$ 37,787
Kearney Chamber	Clay	\$ 1,500	\$ 1,382
Liberty CVB	Clay	\$ 3,600	\$ 3,401
Jefferson City CVB	Cole	\$ 135,878	\$ 131,117
City of Boonville Tourism	Cooper	\$ 9,000	\$ 9,000
Kennett Chamber	Dunklin	\$ 31,125	\$ 28,875
Washington Area Chamber	Franklin	\$ 123,561	\$ 81,454
City of Hermann	Gasconade	\$ 147,100	\$ 145,961
Springfield CVB	Greene/Polk/Christian	\$ 860,050	\$ 854,093
Clinton Tourism Association	Henry	\$ 9,347	\$ 5,432
City of West Plains Tourism	Howell	\$ 24,000	\$ 24,000
Visit KC	Jackson	\$ 669,025	\$ 669,025
Joplin CVB	Jasper	\$ 2,000	\$ 2,000
Warrensburg CVB	Johnson	\$ 79,250	\$ 78,022
City of Lebanon	Laclede	\$ 55,379	\$ 52,012
Greater Chillicothe Region	Livingston	\$ 3,000	\$ 2,910
City of Hannibal CVB	Marion/Ralls	\$ 220,800	\$ 217,460
City of Maryville Tourism	Nodaway	\$ 6,400	\$ 6,061
Perry County Heritage Tourism	Perry	\$ 50,250	\$ 50,057
Sedalia CVB	Pettis	\$ 98,223	\$ 95,574
Rolla Area Chamber & CVB	Phelps	\$ 17,433	\$ 16,961
Platte County CVB	Platte	\$ 141,581	\$ 92,452
Pulaski County Tourism	Pulaski	\$ 229,742	\$ 226,867
Moberly Area Chamber	Randolph	\$ 15,400	\$ 14,502
Sikeston CVB	Scott	\$ 56,405	\$ 54,530
Greater St. Charles CVB	St. Charles	\$ 471,600	\$ 467,998
Maryland Heights	St. Louis	\$ 44,700	\$ 43,064
Explore St. Louis	St. Louis/City	\$ 1,054,350	\$ 1,052,915
Ste. Genevieve Tourism	Ste. Genevieve	\$ 31,300	\$ 30,984
Table Rock/Kimberling City Chamber	Stone	\$ 505,875	\$ 504,280
Branson Lakes Area Chamber/CVB	Taney	\$ 1,436,225	\$ 1,428,593
Washington Chamber	Washington	\$ 1,500	\$ 1,500
		\$ 7,967,401	\$ 7,690,563